

LICENSEE

News and Updates from the Virginia Department of Alcoholic Beverage Control, Winter 2009, vol. 15, no. 1

Double Buzz Alcoholic Beverage Trend Can Be Dangerous for Licensees and Patrons

In the adult beverage industry it seems that not a day goes by without a negative press story about the dangers of combining alcohol and energy drinks. In 2008 industry leaders MillerCoors and Anheuser-Busch succumbed to pressure from the legal and prevention communities and withdrew their popular pre-mixed alcohol energy drinks from the marketplace. The risks of combining alcohol and energy drinks cannot be overstated.

As a part of our mission to promote control and service, ABC commits this issue of the Licensee newsletter to offering guidance about the pitfalls and prohibitions of selling alcohol mixed with energy drinks.

ON- AND OFF-PREMISE LICENSEES need to be aware of how the beverage trends of mixing alcohol and energy drinks, and pre-mixed alcohol energy drinks, also known as caffeinated alcoholic beverages, raise serious public safety concerns and increase the risk for ABC violations.

"Views on mixing alcohol, a depressant, with caffeine and other stimulants are widely divergent," said ABC Board Chair Pam Evans. "ABC's goal is to share the facts we have to promote compliance, and for licensees to act as a link to help educate and protect the general public."

In our off-premise licensee community we see numerous charges of selling pre-

mixed alcoholic energy drinks to underage persons. Virginia ABC agents and other Virginia law enforcement organizations often direct youth operatives visiting licensees as part of Underage Buyer programs to purchase alcoholic energy drinks. Some clerks charged with an illegal sale said they were unfamiliar with the products and didn't realize the drinks were alcoholic beverages. It is crucial that licensees ensure all employees who are involved with sales be familiar with the complete alcoholic beverage inventory.

To aid in this effort, Virginia ABC designed the enclosed poster titled "Alcohol? Energy? BOTH? Looks Can Be

(continued on page 3)

POSTER ENCLOSED!

Please hang the enclosed poster in a prominent place where employees will see it, and discuss this issue with your entire staff. Off-premise establishments may want to display the poster where customers will see it as well.

If you would like more copies, please call ABC Public Affairs at (804) 213-4418. As this education effort evolves, we will post more information on our Web site.

www.abc.virginia.gov



LICENSEE

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Licensee is a quarterly publication for licensees of the Virginia Department of Alcoholic Beverage Control (ABC).

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Virginia ABC is . . .

- a public safety agency with law enforcement responsibilities.
- a major source of revenue for the Commonwealth.
- an efficient retail business.
- a provider of educational and prevention programs.
- an administrative hearing agency.



**VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL**



Governor
Timothy M. Kaine



Message from Enforcement



Francis J. Monahan,
Director, ABC Bureau
of Law Enforcement

As we begin a new year, I want to re-affirm our common goal of 100 percent compliance.

Regardless of whether you've had violations or not, I urge you to review your business operations and identify all areas where you may be at risk. Once you've done this, it's our responsibility to provide clear, accurate answers to your questions and keep you updated through personal interactions, our Web site, bulletins, special mailings and this newsletter.

Employee training has always been crucial to the success of every business. However, new legislation passed in 2008, provides an additional incentive for educating your staff. The Board has established a procedure whereby penalties for first offenses by licensees who can demonstrate they provided alcohol training to employees (approved in advance by the Board), will be less than for those who have not. Obviously, our free RSVP/MART classes qualify (see page 6 for the winter schedule); or you may choose to attend another qualifying program, or create and conduct your own training program. (If so, please refer to the Alcohol Seller/Server Training Approval instructions on page 7.) For your convenience, all qualifying programs available to the licensee community will be listed on our Web site under the heading "ABC Licensee Training and Resources."

As I've said before, I urge you to contact your assigned special agent when you have questions or concerns pertaining to your ABC license. Bookmark the ABC Web site (www.abc.virginia.gov) on your computer; get familiar with the "Licensee Resources" section and visit the site periodically to check for news and updates.

I look forward to strengthening our partnerships and working toward our joint compliance goals during 2009 and beyond.



See page 6 for
the RSVP training
winter schedule!

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Deceiving.” The poster illustrates how the graphics for popular alcoholic energy drinks may be similar to those of nonalcoholic energy drinks. “We acknowledge that the packaging of alcoholic energy drinks, coupled with a proliferation of many new products entering the marketplace, has led to some product recognition problems,” said Bureau of Law Enforcement Director Frank Monahan. “However, I want to make it perfectly clear that a person being unfamiliar with a product will not excuse an illegal sale.”

The energy drink poster states, “Know what you are drinking.” A companion message for all clerks is “Know what you are selling!” Comments taken verbatim from high school students’ Web site pages indicate they are well aware many adults are unfamiliar with these drinks. One 18-year-old boasted, “[I]’m only 18 and I had a six pack of [S]parks* in my room and my mom found it, but she had no idea and thought they were jus [sic] energy drinks.”

This should serve as a caution to licensees that underage individuals will most likely try to exploit a lack of knowledge of these products both with their parents or guardians, and by trying to slip purchases by clerks.

“Initially we had planned to focus our alcohol/energy drinks education campaign solely on off-premise sales by creating ‘product recognition’ tools,” Chair Evans explained. “However, the recent release of medical research obligates us to also focus on on-premise sales.” Specifically, on- and off-premise licensees need to become familiar with the phenomenon of the ‘wide-awake drunk.’”

“Wide-Awake Drunk”

Traditionally, a person slumped over on a bar or doz-

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* “Sparks” is the best-selling pre-mixed alcoholic energy drink in the country and its production as a caffeinated alcoholic beverage was recently discontinued by MillerCoors in December, 2008. MillerCoors announced they will reformulate Sparks without stimulants and will not produce caffeinated alcoholic beverages in the future.

Virginia Driver’s Licenses Have a New Look and 21 Security Features

By Katy Lloyd, Va. Department of Motor Vehicles

VIRGINIANS will soon have the safest, most secure driver’s licenses and ID cards in the U.S. In 2009, the Virginia Department of Motor Vehicles (DMV) will implement newly designed driver’s licenses and ID cards and a new issuance process.

The cards will have a new look and state-of-the-art security features. Cards will be issued from a central location using technology that is more advanced than printers in DMV offices. “The new driver’s licenses and ID cards will be the most secure and trusted state-issued credentials in the nation,” said DMV Commissioner D.B. Smit. “The enhanced security will reduce the risks for fraud and ID theft.”

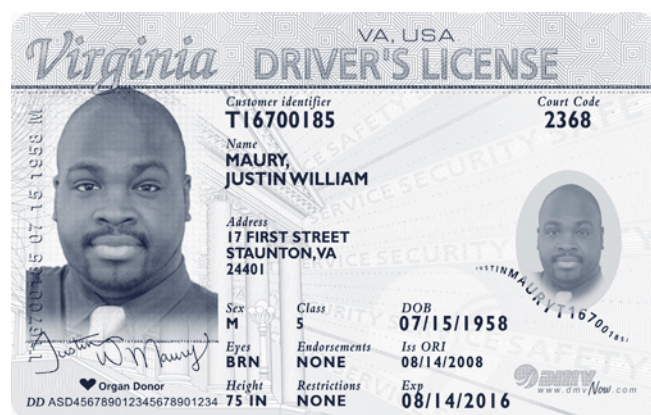
The most notable of the security features is a clear window, containing a black and white photograph of the cardholder, visible from the front and back of the card. Virginia’s will be the third such driver’s license worldwide and the first in the U.S. to carry this feature. Other security features include laser engraved polycarbonate construction, raised lettering and an ultraviolet (UV) feature, among others. “The driver’s licenses and ID cards contain 21 security features used by law enforcement and others who will verify the card’s authenticity,” said Don Boswell, director of Law Enforcement Services at DMV. “These fea-

tures make them difficult to counterfeit.”

The newly designed cards will, however, maintain some of the current card features. DMV worked closely with law enforcement, retailers, hospitality representatives and others while designing the new licenses and IDs to ensure the cards meet their unique business needs. Adult licenses will remain horizontal and include an outline of the state capitol building. Cards for those under 21 will be vertical and carry images of Virginia’s state flower, the dogwood. It will show the dates that the individual turns 18 and 21, to assist retailers to curb the illegal sale of tobacco and alcohol to minors.

Virginians who apply for driver’s licenses at DMV customer service centers will receive temporary driving permits. Licenses will be mailed to their home addresses. The new issuance process will be similar for Internet transactions. Online customers conduct a transaction, print a receipt and receive their cards through the mail. Eligible customers can continue to renew via Internet (www.dmvNOW.com), telephone and mail.

Between March and July 2009, customers will begin experiencing the enhanced process and receiving the new secure credentials. Currently issued driver’s licenses and ID cards will remain valid until expiration dates. For more information, visit www.dmvNOW.com. ♦



(Left) New Under 21 Driver's License. (Right) New Over 21 Driver's License.

www.abc.virginia.gov

Schedule of Consent Offer Penalties for Second Offense Charges

BELOW IS A LISTING of second offense penalties approved by the ABC Board on October 23, 2008 to be used as allowed under ABC regulation 3 VAC 5-10-150 for consent settlement offers. This policy allows licensees to accept these penalties in lieu of a hearing if they have no other administrative violations within a three-year period preceding the new violation EXCEPT for a previous first offense violation of a similar nature. Cases eligible for

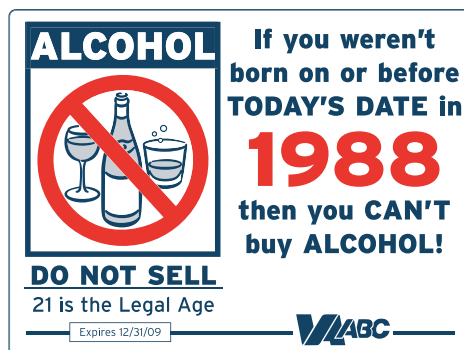
these second offense consent settlements cannot involve any underage purchase, consumption, or intoxication charges nor any cases with public-safety or management overtones or concerns.

Aggravating and mitigating factors regarding violations will be considered before consent offers are made to licensees and will be re-considered by the Board at the time they review and add Board approval signatures. ♦

Approved Consent Offer Penalties for First and Second Offenses

Charge	Suspension Period	Civil Penalty	Mandatory Suspension
Invalid check to wholesaler or Board	First offense: 7 days Second offense: 10 days	or \$250 or \$500	none none
Not timely submitting a report required by statute or regulation (when report has been submitted, but just late)	First offense: 7 days Second offense: 10 days	or \$500 or \$1000	none none
Failure to remit taxes required by statute or regulation (when taxes have been paid and are submitted, but just late)	First offense: 10 days Second offense: 15 days	or \$1000 or \$1500	none none
No Designated Manager on premises	First offense: 7 days Second offense: 10 days	or \$500 or \$1000	none none
ABC license not posted	First offense: 7 days Second offense: 10 days	or \$500 or \$1000	none none
Designated Manager's name not posted	First offense: 7 days Second offense: 10 days	or \$500 or \$1000	none none
Conducting an illegal "Happy Hour"	First offense: 7 days Second offense: 10 days	or \$500 or \$1000	none none

It's Time to Post the 2009 "Do Not Sell" Stickers



"Do Not Sell" Stickers for 2009 have been mailed to all ABC licensees. These stickers are easy-to-read tools that aid sellers when checking IDs. They are available for alcohol and tobacco in both English and Spanish. Although it is not mandatory, it is extremely important that these stickers are displayed in all licensed establishments. Additional stickers are available upon request by calling ABC's Public Affairs Division at (804) 213-4413 or e-mailing the request to pubrel@abc.virginia.gov. Please include the number of sheets needed, your mailing address and which version(s) you need.

Double Buzz (continued from page 3)

ing in his or her seat would be considered as exhibiting warning signs of intoxication. However, a person intoxicated from drinking alcohol in combination with energy drinks may be just as impaired without exhibiting classic symptoms.

According to a 2008 study published by the Society for Academic Emergency Medicine, people who mix alcohol and energy drinks had a reduced ability to gauge their level of intoxication. Study participants said they drank energy drinks with alcohol to: hide the flavor of alcohol; drink more and not feel as drunk; to drink more and not look as drunk; and to avoid a hangover. (Ironically, since alcohol and caf-

According to a 2008 study... people who mix alcohol and energy drinks had a reduced ability to gauge their level of intoxication.

feine are both diuretics, hangovers will most likely be even worse after drinking a mixture of alcohol and energy drinks.) The study also determined that people who mixed alcohol and stimulants were at a greater risk for, among other things, driving a car under the influence of alcohol.

"We're not looking to become the Department of Caffeinated Beverage Control," said Chair Evans. "However, it's our responsibility to inform the licensee community that mixing alcohol and energy drinks is a trend that can be dangerous, and we want to help licensees avoid any related violations. I encourage licensees to be on alert and use common sense. If a person is exhibiting some signs of being intoxicated, staff should ask questions to promote conversation and assess how much alcohol customers have already consumed."

Not the Same as Irish Coffee

People may wonder why this trend is any different from drinking an Irish coffee. Usually an Irish coffee is an after-dinner drink savored more slowly by a considerably older demographic. Yes, a person could become intoxicated by drinking too

If you have an issue you'd like addressed in this newsletter, please send an e-mail to pubrel@abc.virginia.gov or call (804) 213-4413. We're eager to receive your ideas and comments. -The Licensee Newsletter Editorial Board

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Licensee Violations and Penalties, July–November 2008

As a result of ABC Bureau of Law Enforcement investigations and the ABC hearings process, the following businesses received a minimum sanction of a 10- to 30-day suspension and/or at least a \$500 fine. These sanctions were selected randomly from the Final Decisions and Orders issued July–November 2008.

These sanctions are reported to enhance licensees' awareness of potential penalties for violating Virginia ABC laws and regulations. A summary of all Board Final Decisions and Orders is available on our Web site at www.abc.virginia.gov, under "Hearings and Appeals." This data is made available as an information and prevention resource.

Convenience Store/Highland Springs

Sold to underage person; 2nd offense; 30 days suspended or \$3,000 fine and 10 days suspended.

Convenience Store/Petersburg

Sold to underage person; 2nd offense; licensee failed to keep license posted; 30 days suspended or \$3,500 fine and 10 days suspended.

Manufacturer/Williamsburg

Made gifts of alcoholic beverages; licensee aided and abetted persons in consuming or offering drinks in an unlicensed public place; accepted \$3,500 fine.

Distributor/Verona

Sold, rented, lent, bought for or gave money, equipment, furniture, fixtures, services or something of value to a retail licensee; accepted \$500 fine.

Gourmet Shop/Hot Springs

Sold to underage person; 1st offense; accepted \$1,500 fine.

Grocery Store/Amherst

Sold to underage person; 2nd offense; accepted 3 days suspended and \$4,500 fine.

Grocery Store/Falls Church

Failed or refused to comply with a condition or restriction of the license; 30 days suspended or \$2,500 fine and 10 days suspended.

Performing Arts Facility/Bristow

Licensee consented to services or something of value by a wholesale licensee on two occasions; purchased wine or beer except for cash paid and collected at the time of, or prior to, delivery; accepted \$1,500 fine.

Restaurant/Abingdon

Sold to intoxicated person; 25 days suspended or \$1,500 fine.

Restaurant/Alexandria

Sold alcoholic beverages in unauthorized place or manner; sold to intoxicated person; made gifts of alcohol beverages to a person; establishment ceases to qualify as a "restaurant;" 3 days suspended and \$7,000 fine.

Restaurant/Arlington

Refilled or partially refilled bottles or containers of alcoholic beverages or tampered with the contents of the bottles or containers; accepted \$2,000 fine.

Restaurant/Chantilly

Failed to report changes in the officers, directors or shareholders to the Board as required; accepted \$500 fine.

Restaurant/Culpeper

Cannot demonstrate financial responsibility sufficient to meet requirements; establishment ceases to qualify as a "restaurant;" revoked.

Restaurant/Dulles

Advertised about or concerning alcoholic beverages contrary to rules; licensee failed to comply with rules and regulations in regards to advertising; licensee misrepresented a material fact in applying to the Board for a license; accepted \$1,500 fine.

Restaurant/Fairfax

Cannot demonstrate financial responsibility sufficient to meet requirements; failed or refused to comply with a Board Order; sold to underage person; revoked.

Restaurant/Gainesville

Sold to underage person; allowed consumption of alcoholic beverages by underage person; does not conform to the requirements of the governing body of Prince William County; allowed consumption of alcoholic beverages on licensed premises other than

in the dining areas or other designated areas; allowed four intoxicated persons to loiter on premises; allowed consumption of alcohol by an on-duty employee involved in selling and serving alcohol; revoked.

Restaurant/Hopewell

Gross receipts from the sale of food and nonalcoholic beverages at the licensed establishment were less than 45 percent of gross receipts for mixed beverages and food; 30 days suspended or \$2,000 fine and 15 days suspended.

Restaurant/Midlothian

Failed to timely submit annual review report; accepted \$850 fine.

Restaurant/Richmond

Establishment ceases to qualify as a "restaurant;" revoked.

Restaurant/Richmond

Cannot demonstrate financial responsibility sufficient to meet requirements; failed to timely submit annual review report; revoked.

Restaurant/Scottsville

Sold alcoholic beverages to three intoxicated persons; allowed consumption of alcoholic beverages upon the licensed premises by three persons who were intoxicated; accepted \$2,000 fine.

Restaurant/Tazewell

Licensee is not legitimate owner of the business; revoked.

Restaurant/Waynesboro

Made gifts of alcoholic beverages to two persons; accepted \$2,000 fine.

Winery/Dyke

Shipped wine without a Virginia ABC Shipper's license; manufacturer sold, rented, lent, bought for or gave money, equipment, furniture, fixtures, property, services or something of value to a retail licensee; accepted \$700 fine.

Winery/Temecula, CA

Sold and shipped wine in excess of the maximum allowable limits; accepted \$500 fine.

RSVP: Designed for Virginia's Sellers and Servers



The reputation of a licensed establishment rests on the people who deal directly with the customers: the sellers and servers. Whether you work at a grocery store, convenience store, specialty store, restaurant, hotel or bar, you play a vital role in promoting responsible sales and consumption of alcoholic beverages. You are on the front lines working with the public and making sure that the laws, rules and regulations are followed and enforced.

Responsible Sellers and Servers: Virginia's Program (RSVP) is a FREE three-hour class designed specifically for Virginia's on- and off-premise licensees and led by a team of ABC Special Agents.

RSVP teaches employees how to prevent sales to minors and

intoxicated customers, how to spot fake identifications, how to document alcohol-related incidents and much more. RSVP participants will also learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia.

RSVP will take place at ABC regional offices and other meeting facilities throughout Virginia. There is no cost for RSVP, but you are strongly encouraged to register early to allow organizers time to order participant manuals.

Visit www.abc.virginia.gov to register online! Please remember to include your e-mail address when registering in order to receive an automatic e-mail confirmation, directions to the training site and parking instructions. Directions for each location are also available under the online registration listing for each session on the ABC Web site.

VA ABC Education
Phone: (804) 213-4688
E-mail: education@abc.virginia.gov

2008 RSVP Winter Schedule

February

- 2/6, Verona**
Augusta County Government Center, Smith West Board Room, 9 a.m.–12 p.m.
- 2/8, Danville**
Danville Community College, Oliver Hall Auditorium, 10 a.m.–1 p.m.
- 2/12, Abingdon**
Southwest Virginia Higher Education Center, One Partnership Circle, 9 a.m.–1 p.m.
- 2/20, Chesapeake**
Chesapeake Regional ABC Office, 1103 South Military Hwy., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.
- 2/20, Fredericksburg**
J. F. Fick Inc., 224 Industrial Court, 9 a.m.–1 p.m.
- 2/20, Williamsburg**
Ramada Inn 1776, 725 By Pass Rd., 9 a.m.–12 p.m.
- 2/21, Winchester**
Winchester Moose Lodge, 215 East Cork Street, 9 a.m.–12 p.m.
- 2/27, Alexandria**
Alexandria Regional ABC Office (Fairfax County), 6308 Grovedale Dr., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

March

- 3/12, Farmville**
South Street Conference Bldg., 124 South St., 1 p.m.–4 p.m.
- 3/19, Chesapeake**
Chesapeake Regional ABC Office, 1103 South Military Hwy., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.
- 3/19, Colonial Heights**
Hilton Garden Inn Richmond South / Southpark, 800 Southpark Boulevard, 9 a.m.–12 p.m.
- 3/19, Roanoke**
Roanoke Regional ABC Office, 2943 D Peters Creek Rd., 9 a.m.–1 p.m.
- 3/19, Suffolk**
Hilton Garden Inn, Conference Center, 100 East Constance Rd., 9 a.m.–12 p.m.
- 3/26, Alexandria**
Alexandria Regional ABC Office (Fairfax County), 6308 Grovedale Dr., (two sessions) 9 a.m.–12 p.m. & 1 p.m.–4 p.m.

WITH THIS FREE PROGRAM YOU SAFEGUARD YOUR BUSINESS AND THE COMMUNITY. REGISTER TODAY!

HERE'S WHAT RSVP ATTENDEES SAID

"This program is wonderful, but it should be mandatory for all servers, bouncers, etc.!"

"I learned more things about detecting intoxication, heard about real cases and saw and felt real fake IDs."

"Being able to have a question and answer section during the training was very helpful."

"The agents are very knowledgeable and able to provide relevant, real life examples."

"I wish I had been here before my incident."

Alcohol Seller/Server Training Approval

THE VIRGINIA DEPARTMENT OF Alcoholic Beverage Control has established an approval process for any alcohol server-training course pursuant to 4.1-227, E. In order to submit your training program for approval you must complete the following steps:

1. Complete the Alcohol Seller/Server Training Data Sheet and review the Seller/Server Training Evaluation form to make sure that your program will meet the listed criteria.
2. Submit the Alcohol Seller/Server Training Data Sheet and a copy of your training program for review. (See

www.abc.virginia.gov for the related forms.)

Failure to submit the appropriate documents will result in your program being denied. Upon approval it will be your responsibility to maintain all records of the training classes you conduct.

Send your request to the Virginia Department of Alcoholic Beverage Control, Education Section, P.O. Box 27491, Richmond, VA 23261. Send e-mail correspondence to education@abc.virginia.gov.

Please allow 45 days for the approval process to be completed. ♦

New ABC Store Product Listings

New	Type	Prod. Code	Name	Size
bourbon	new	17266	Charter 101 Bourbon	750ml
Canadian	new	11586	Black Velvet Reserve Canadian	750ml
cordials	new	68043	Bailey's Coffee	750ml
cordials	new	64775	Cointreau Noir	750ml
cordials	new	65017	Galliano L'autentico	375ml
cordials	new	65131	Grand Absente Absinthe	750ml
cordials	new	65393	Le Tourment Vert Absinthe	750ml
cordials	new	65536	Lucid Absenthe	750ml
cordials	new	66188	Pernod D'Absinthe	750ml
cordials	new	80449	Ryan's Cappuccino	750ml
cordials	new	67278	Yeni Raki (Apertif)	750ml
mixer	new	997270	Barritts Ginger Beer	12 oz
mixer	new	997268	Daily's Lemon Martini Mix	20 oz
mixer	new	997269	Daily's Pear Martini Mix	20 oz
mixer	new	997273	Island Sensation Mango Blender Mix	64 oz
mixer	new	997272	Island Sensation Strawberry Blender Mix	64 oz
mixer	new	997275	Stirrings Simple Lemonade Mixer	32 oz
rum	new	43244	Captain Morgan 100 proof Spiced Rum	750ml
rum	new	43232	Captain Morgan Parrot Bay Key Lime Rum	750ml
rum	new	42558	Gosling Family Reserve Old Rum	750ml
rum	new	46738	Pirate's Choice Molasses Reef Rum	750ml
rye	new	27126	Wild Turkey's Russell Reserve Rye	750ml
schnapps	new	73591	Dekuyper Kamikaze Burst	750ml
schnapps	new	73476	Dekuyper Red Headed Burst	750ml
schnapps	new	73482	Dekuyper Washington Apple Burst	750ml
scotch	new	4379	Balvenie 17 Yr. Rum Cask Scotch	750ml
scotch	new	6266	Tamdhru Single Malt Scotch	750ml
tequila	new	87396	Corzo Silver Tequila	750ml
tequila	new	88018	Lunazul Blanco Tequila	750ml
tequila	new	89888	Torada Tequila Gold	1.75L
vermouth	new	98774	Martini & Rossi Bianco Vermouth	750ml
vodka	new	35354	Absolut Mango Vodka	750ml
vodka	new	35334	Americana Vodka	750ml
vodka	new	41206	Firefly Sweet Tea Vodka	1.75L
vodka	new	41209	Firefly Sweet Tea Vodka	750ml
vodka	new	35222	Pinnacle Blueberry Vodka	750ml
vodka	new	34656	Pinnacle Raspberry Vodka	1.75L
vodka	new	34630	Pinnacle Strawberry Kiwi Vodka	750ml
vodka	new	34246	Pinnacle Vanilla Vodka	1.75L
vodka	new	35128	Snow Queen Vodka	750ml
vodka	new	34812	Svedka Raspberry Vodka	750ml
vodka	new	41147	Sweet Carolina Sweet Tea vodka	750ml

Double Buzz (continued from page 4)

much of any alcoholic beverage. However, the mixture of alcohol with energy drinks is most popular among college students and is scientifically linked with high-risk drinking behavior. Also, Irish coffee is made with a liqueur that has a lower alcohol content in comparison to the spirits used to mix the most popular energy drink cocktails. (Irish coffee is made with a

The Society for Academic Emergency Medicine study found that students who mixed alcohol and energy drinks drank significantly more alcohol during a typical drinking session than those who did not mix energy drinks with alcohol.

liqueur that contains 17 percent alcohol by volume, versus the distilled spirits often mixed with energy drinks, which contain, on average, 35–50 percent alcohol by volume.) The Society for Academic Emergency Medicine study found that students who mixed alcohol and energy drinks drank significantly more alcohol during a typical drinking session than those who did not mix energy drinks with alcohol.

“For decades, ABC has worked to dispel myths about drinking,” Chair Evans said. “Just like we’ve stressed to people that cold showers and coffee don’t sober up an intoxicated person; we need people to understand stimulants don’t counteract the effects of alcohol.”

The bottom line for all licensees is this: The fact that a person doesn’t appear drunk because they’ve mixed alcohol with an energy drink doesn’t relieve a licensee of legal liability for over-serving a patron. Nor does the fact that the patron appears wide-awake limit the consequences of putting a drunk driver on the road. The stakes can be high for the public and for licensees, so licensees need to go the extra mile and be ever vigilante to ensure that they do not improperly sell or serve alcohol and energy drinks. ♦

Take the Guesswork out of Giving

**GIFT
CARDS**
NOW AVAILABLE



Amounts from \$10 to \$500 can be purchased for each card, without fees or expiration. Cards are reloadable. To view ABC's product list with prices, special order catalog and Signature Spirits collection of fine gifts, please visit www.abc.virginia.gov.

PLEASE DRINK RESPONSIBLY

ABC ENFORCEMENT CRIMELINE

To report a crime relating to any ABC laws, please call the ABC Enforcement CRIME-LINE at (866) 437-3155. You may also visit the ABC Web site, www.abc.virginia.gov, and use the "Violation Complaint Form" that is available on the home page and under the "Laws and Enforcement" section. We welcome your involvement with ABC's efforts to maintain public safety while providing public service to Virginians.

www.abc.virginia.gov

75th Anniversary

This year, Virginia ABC commemorates 75 years of service to the Commonwealth. The first ABC license was issued in early 1934 to the Pullman Company for wine and beer sales on six of its dining cars. While it is important to reflect on our history and measure our past performance, we are committed to progress and innovation in the delivery of our mission and strengthening our partnership with you—the licensee community.

**Look for more anniversary
information in the next issue of
this newsletter.**



75th ANNIVERSARY • 1934–2009
CONTROL • SERVICE • REVENUE

Virginia Department of Alcoholic Beverage Control
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P.O. Box 27491
Richmond, VA 23261-7491

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